

IPKey



Ministero dello Sviluppo Economico

Roving seminar on the Chinese patent system

The IP Key Project, implemented by OHIM in cooperation with the EPO, in partnership with China's State Intellectual Property Office (SIPO) and the Italian Patent and Trademark Office (UIBM) within Italy's Ministry of Economic Development, will be holding a seminar explaining how to use the Chinese patent system to maximise value to Italian companies and properly protect their patents.

September 16th 2015

SAVE THE DATE & DRAFT AGENDA

September 16th 2015

Rome, Italy

Exact venue TBC by August 2015

DRAFT AGENDA

- 9:00-9:30** Registration
- 9:30-9:40** Welcome remarks
Loredana Gulino, Director General for the fight against counterfeiting - UIBM
- 9:40-9:45** Seminar introduction
Dan Prud'homme, IP Key
- 9:45-10:15** Development of the Chinese patent system and SIPO
**Liu Jian, Deputy Director General, SIPO
International Cooperation Department**
- 10:15-11:00** Session 1: Filing and examination of patents in China
Zhou Houbing, SIPO Patent Examination Department
- 11:00-11:15** Coffee break
- 11:15-11:40** Session 2: Devising a patenting strategy for China
Giovanni Casucci, Founder and Manager, Bardehle Pagenberg Italy
- 11:40-12:00** Questions & Answers on Sessions 1 and 2
Zhou Houbing and Giovanni Casucci
- 12:00-12:45** Session 3: Exploiting patents in China –methods and considerations in strategic patent portfolio management
Giovanni Casucci
- 12:45-14:00** Lunch
- 14:00-14:20** Questions & Answers on Session 3
Giovanni Casucci and Zhou Houbing
- 14:20-14:50** Session 4: Invalidating patents in China
Zhou Houbing
- 14:50-15:35** Session 5: Enforcing patents in China
Giovanni Casucci
- 15:35-16:00** Questions & Answers on Session 4 and 5
Giovanni Casucci and Zhou Houbing
- 16:00-16:15** Closing remarks
Loredana Guglielmetti, Head of the Patents division -UIBM, IP Key, SIPO

Notes: presentations cover all three types of patents available in China (invention patents, utility models, and designs). Presentations by non-native Italians will be given in English with simultaneous interpretation into Italian.



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Intellectual Property: A Key to Sustainable Competitiveness

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IN THE INTERNAL MARKET**
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